

6/2/98

To: All MARLIN Users

Subject: MARLIN Base Prices

When manufacturers' list prices change, it takes several weeks before new prices are fully reflected at retail. Prices in MARLIN do not fully reflect the increase until a new base price check is done and results are applied to the data.

To-date in 1998, there have already been three manufacturers' increases. The timing of these increases is shown below along with the timing of the MARLIN base price checks and the data month to which the new prices are applied.

Manufacturers' Price Change	MARLIN Base Price Checks	Base Prices Updated in MARLIN
January 26, 1998 (2.5 cents/pk)	Week of 3/30/98	April, 1998 Data
April 6, 1998 (5 cents/pk)	Week of 4/27/98	May, 1998 Data
May 12, 1998 (5 cents/pk)	Week of 6/29/98	July, 1998 Data

These base prices are used in the calculation of other MARLIN price measures (Price Avg Selling and Price Promo).

When analyzing pricing data, please be aware of the base price update timing which can influence the absolute values for these measures. When looking at comparative data (e.g., Price Avg Selling for WINSTON versus Marlboro), timing of the base price updates should not be a major factor.

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